

# DYNAMIC SEAT LABELING AND PASSENGER IDENTIFICATION SYSTEM

## Abstract

A placard for displaying a customer specific message includes a receiver, a capacitor, and an electronic updateable static display. The receiver has a memory storing an identification code and an antenna for receiving a signal. The capacitor is coupled to the receiver and capable of being charged by the signal. The electronic updateable static display is coupled to the receiver, is powered by the capacitor and is capable of displaying customer specific messages when a portion of the signal matches the identification code of the placard. A method of using the placard for displaying a customer specific message is also provided.